

world they are truly unique and above it<- memetic structure. This of course is an overly simple example and many more factors can and often do go into the acceptance of any memetic packet.

Oftentimes invading memetic structures will be so complex that they contain numerous needed elements packaged along with twice as many undesirable elements.

Many times a target is able to integrate needed portions of memetic structure while discarding the rest. Sometimes the entire package will be accepted with the undesirable elements discarded over time.

Brainwashing

A sufficiently strong memetic attack utilizing appropriate tactics can break down any memetic structure. When such attacks are successfully applied towards human minds the process is called *brainwashing*.

Brainwashers are programmers of human minds. Brainwashers force their victims into situations wherein as many aspects of the RSM are controlled as possible. Those who are brainwashed are first forced into situations where all sociocultural influences are controlled and modified by the brainwasher so that these sociocultural influences will work to break down their entire complex memetic structure (conscious mind). Once the contents of a mind have been erased they can be replaced with any complex memetic structure a brainwasher might desire to implant. If the operation is successful, the brainwasher will have *programmed* another mind to do their bidding.

The brainwasher actually creates a new sociocultural sub-matrix isolated from the larger dominant sociocultural matrix of the outside world. Into this matrix of his own creation the brainwasher brings subjects, willing or unwilling as they may be. In order for the brainwashing procedure to be effective the subjects must be kept within the isolated sub-matrix long enough for their mental defenses to break down. Therefore, an effective brainwasher never allows subjects to withdraw from

the sociocultural sub-matrix of his creation until such a time as the brainwashing is complete.

Contrary to popular belief, brainwashers need not be individuals. Anything which has the ability to create an isolate sociocultural sub-matrix can brainwash those who fall within the isolated zone. Groups of humans, schools, churches, movies, books, sports teams, and even nations can create isolate sociocultural sub-matrices within the RSM.

Brainwashing is a powerful tool which can serve good or evil purposes. Individuals are able to practice forms of self-brainwashing allowing major alterations in their psychic structures; in effect *re-programming* themselves. Major change in thought correlates with fundamental alteration of action. The *Of the Opening of the Eyes* ritual near the end of this book bases much of its power on self-brainwashing principals.

Instruction (Programming)

Once a thought virus has successfully penetrated the defensive structures of a new host it may then attempt to *instruct* or *program* that host. Without such programming memetic structures have a difficult time replicating. Without instructions of its own a newly attached segment of a larger memetic structure would have to rely on the larger structure attempting to pass on the newly acquired part for reasons of its own.

A thought virus whose intent is effective replication will attempt to program whatever structure it has penetrated. Ideally, this programming will instruct the host structure to make more copies of the original thought virus and send those copies out into the ideosphere. In more practical terms an *->eat peppermint ice cream<-* memetic structure will infect a mind, program that mind to eat more peppermint ice cream, and replicate by inducing the host to proclaim to other people just how tasty peppermint ice cream is.

A thought virus may program a mind to do more than just seek uninfected minds and attempt to replicate the thought virus structure within. Thought viruses can attempt to program a mind to think whatever the thought virus wants the mind to